

**REMARKS**

The Advisory Action mailed April 19, 2005 indicates that the After-Final Amendment filed on March 25, 2005 was entered but that the rejection is maintained.

Each of independent claims 1, 29, 31, and 36 has accordingly been amended herein to clarify certain aspects of the invention. In particular, such amendments are intended to clarify recording “which” customers execute a transaction and “which” customers do not execute a transaction, and as such make explicit what was previously implicit. The amendments to the independent claims require specifically that, for each customer who executes a transaction, particulars of the customer’s visit and particulars of the transaction be recorded. In addition, for each customer who does not execute a transaction, particulars of the customer’s visit are recorded. Support for such amendments is provided in the application at, e.g., p. 12, ll. 5 – 30.

It is respectfully noted that with this clarification, the limitations are clearly not disclosed in the cited art. It is noted, in particular, that Hernandez teaches a way of estimating “the total number of customers visiting the store” by “dividing the number of times [a] customer sensor sensed a customer and dividing that number by two,” to reflect that each customer both enters and leaves a store (Hernandez, ¶57). Nothing like the level of information required to be recorded by the claims as amended is taught or suggested by Hernandez, or by the other cited art.

Examination of the claims as amended is accordingly requested.

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Amdt. dated June 22, 2005  
Reply to Office Action of April 19, 2005

PATENT

**CONCLUSION**

In view of the foregoing, Applicants believe all claims now pending in this Application are in condition for allowance. The issuance of a formal Notice of Allowance at an early date is respectfully requested.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 303-571-4000.

Respectfully submitted,



Patrick M. Boucher  
Reg. No. 44,037

TOWNSEND and TOWNSEND and CREW LLP  
Two Embarcadero Center, Eighth Floor  
San Francisco, California 94111-3834  
Tel: 303-571-4000  
Fax: 415-576-0300  
PMB:pmb

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